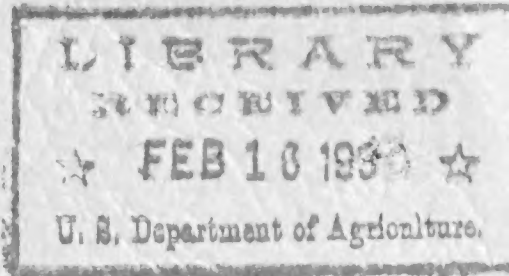


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SPRING - 1940



COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA

"There is no way of teaching agriculture so well as by demonstrations . . . one practical demonstration being more valuable than a large number of theories."—January 1931.

DAVID R. COKER (1870-1938), *Founder*
COKER'S PEDIGREED SEED COMPANY

FOREWORD

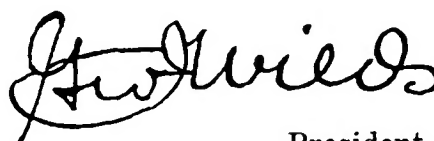
We are pleased to present to our many friends this copy of our 1940 Spring Catalog.

From its pages you can see the progress that we are making in breeding still better cottons; cottons with highest production and quality staple, both wilt and non-wilt varieties. You will be particularly interested in seeing that we will have ready for distribution this fall two new rust, smut and cold resistant oats and a new wheat of high production, winter hardiness, mildew resistance and some resistance to crown rust.

We want to thank you for your continued interest and help which have enabled us to carry on our ever expanding breeding program. Without this help there would be no program.

We are all doing a better job of farming; have learned much during the past seven years and feel that the future holds still better things in store for us all.

You are cordially invited to visit us at any time and see our farms, dairy herd, and extensive breeding experiments.



President.

THE SOUTH MOVES TOWARD

By GEO. J. WILDS, President

OUR agricultural leaders have long tried to prepare us for the new era in farming which is facing us today. They have long advised us to rotate and to diversify. They have all but begged us to learn the requirements of our soils; to drain; to terrace; to plant winter cover crops; to take out of cultivation marginal lands; to plant only well-bred, adapted varieties of seed; to control insect pests; to store carefully; to prepare carefully; to grade and market intelligently.

Some of us have tried to follow some of their advice but we have all been cotton crazy. All the possible good acres have been planted in cotton and the marginal lands have had to take care of the diversification. When our soils became depleted or washed away, new lands have been cleared or purchased and so on with the depleting one-crop system.

Now, we have no choice. We have been forced to diversify. Furthermore, we are being forced because of limited acreage for our two biggest money crops—cotton and tobacco—to use more intelligence in planning and more energy in carrying out our entire farm schedule. We know we must make maximum yields of maximum quality at minimum unit cost.

Let us review together what years of experience and experimentation have proven to us to be a successful farm program.

First, let us consider cotton, since it is still our most important money crop. These cotton acres must be very carefully selected. It is a good practice to have the cotton follow a crop of peas, beans, lespedeza or corn and peas or beans; still better to have a winter cover crop on such lands. The peas or beans will furnish cheap nitrogen—valuable organic matter—the winter cover crop of oats alone will take up and conserve the nitrogen. If vetch, Austrian peas, or clovers are planted these will add additional nitrogen as well as give added organic matter and when plowed under will release this cheap nitrogen for the use of the current crop and cut our fertilizer

cost, increase aeration of our soils, improve drainage, conserve moisture, and increase bacterial growth.

If these acres are on a hillside they should by all means be terraced; if very rolling it might be advisable to break this acreage and follow the strip farming practice. If too wet or flat, they should be drained. "Cotton is no mud plant."

If we are in doubt as to the fertilizer or lime requirements of our soil we should call in our agricultural agent or soil experts who will check our soils and advise us.

After the cotton acres have been finally selected, the land should be first disked, then broken with turn plow 8 to 9 inches deep and again disked. Rows should be run off with middle buster or large shovel 2½ to 4 feet apart. This should be gauged according to the soil, the variety planted and the history of past growth. From 200 to 500 pounds of a well-balanced fertilizer should be applied in these rows, and this stirred with a small sweep or shovel to thoroughly mix with the soil and prevent fertilizer damage to young seedling roots.

The land should then be ridged or bedded and allowed to stand for ten days to two weeks before planting, allowing time for rain to settle and give a firm seed bed.

Plant seed of a well-bred, early fruiting, productive variety that produces a good staple that is known to be adapted to your section. If your soil is infested with wilt, select a suitable wilt resistant variety. Use plenty of seed of known vitality and treat with Ceresan before planting.

Thin to an average of 2 stalks every hoe width or a minimum of 25,000 stalks to acre. Use early supplementary side applications of nitrate and potash as past history indicates will pay. Use rapid and shallow cultivation.

Control the boll weevil by early applications of 1-1-1 (molasses-calcium arsenate and water) mixture. It is effective, economical and fool-proof. South Carolina used in 1939 1,105,596 gallons of blackstrap molasses in her fight against the boll weevil.

Intelligent cover cropping of cotton lands contributes towards profitable crops. Samples dug in early January in this cover crop of Fulgrain oats and common vetch planted behind cow peas showed a green weight per acre of almost 12 tons.

Applying the 1-1-1 mixture for weevil control to young cotton. Inset shows materials necessary for this operation.



A BALANCED AGRICULTURE

This on 1,245,000 acres which would have been almost enough for two early applications for each acre of cotton in the state. With what results? One of the best cotton crops in her history, 342 pounds of lint per acre. Yet with this good state average there were farmers who made $\frac{1}{2}$ bale to acre and some even less; there were some who made $1\frac{1}{2}$ bales to acre.

By following such practices on our own farms, we are making more cotton per acre and of the best quality that we have ever made. On our entire acreage in 1939 we averaged 637 pounds of lint per acre. A 380-acre unit averaged 810 pounds per acre; and one 140-acre unit averaged 911 pounds of lint per acre. Many farmers throughout the belt are making similar yields. We feel that we are just beginning to learn how to make cotton. We will not be satisfied until we make a much higher average.

But regardless of how well we may handle the acres that we plant in cotton, that is not enough. The acreage that can be planted in cotton is so limited that we must look to other money crops. Those who have tobacco acreage allotments must also select these acres and handle with extra care and intelligence. (See our Tobacco Bulletin.) And even with these combined acres taken care of, many of us will still have two-thirds of our cleared acres to give our thought to. What shall we do with these?

Let us give consideration to and select some of the valuable supplementary crops, such as oats, wheat, barley, soy beans, lespedeza, clovers and alfalfa in some sections. We have found that careful and intelligent handling of these crops is as important as with cotton and tobacco. The soil, the drainage, the organic content, the previous crop, the variety, the fertilization and culture likewise affects the yield and value.

Many of us try now to follow a three-year rotation, namely: first year, cotton; second year, corn interplanted with peas or beans; third year, oats, wheat, rye or barley followed by a hay or seed crop of cow peas or soy beans. This is a sane soil building rotation. Our yields are good. Many of us are making 30 to 50 bushels of corn to acre, 50 to 80 bushels of oats, 20 to 30 bushels of wheat and from one to two tons of good hay to acre.

We find a ready market for our wheat, usually at a profit, but some farmers find themselves with big surpluses of oats, barley, rye, corn and hay that cannot be sold at a profit. To what must they turn in order to market these crops? Livestock—chickens, hogs, dairy and beef cattle.

History shows us that population throughout the ages has been determined by food supply. Livestock in the South has likewise been determined by food supply, hence the South with her surplus of feed will now naturally increase the number of livestock. This has been her greatest need—a balance between money crops, feed crops and livestock.

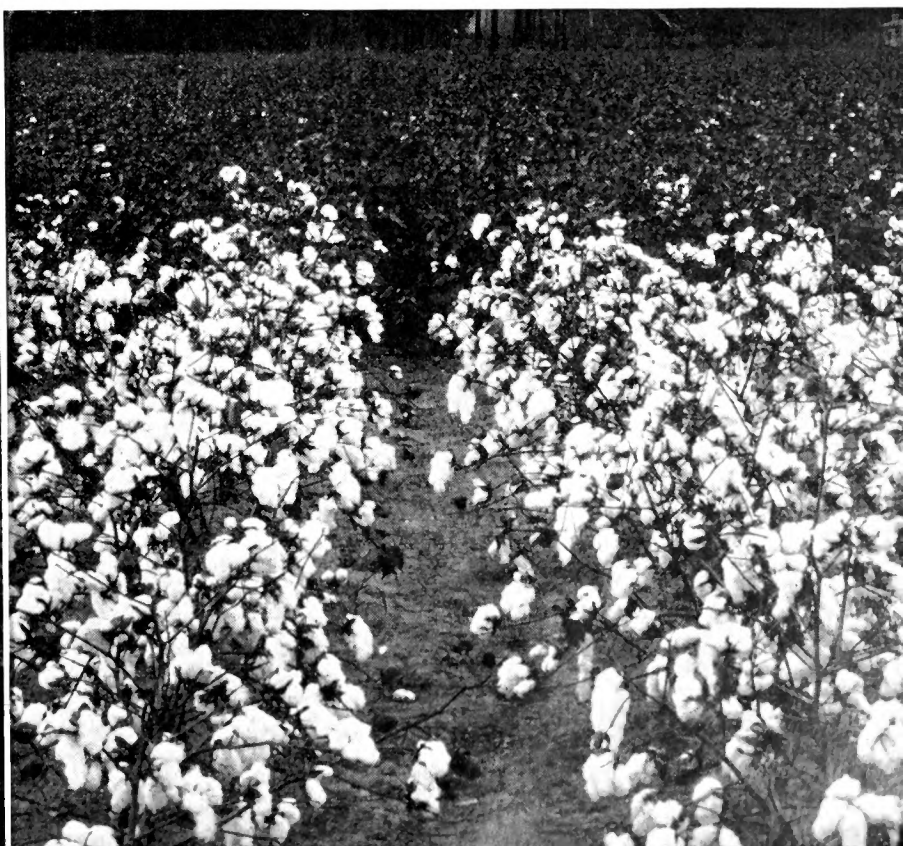
Our agricultural leaders have preached diversification and now we are forced to diversify. They have preached a live-at-home program. They have taught our boys through the pig and calf clubs, the value of well-bred stock and proper feeding; what contribution the hen can make; the value of breed and blood testing; the humble milk cow and the part she should play in our health and living. Furthermore, how these can be raised economically and fed with home-grown feeds. Some of these boys are now men; some have attended our agricultural colleges. The South is depending on these boys to lead her into a well-balanced agriculture, with work and income distributed throughout the twelve months instead of all going out for nine months and coming in for only three months.

We have the climate; the rainfall; the soil; well-bred, adapted varieties; well-bred livestock; the intelligence; the opportunity to develop this well-balanced program. If we do not succeed we will not be living up to our opportunities. If we do succeed not only we, ourselves, and the whole South, but our posterity will reap the benefit. For the program will not just maintain but build up the fertility of our soils.

E. McIver Williamson, of corn fame, used to say, "There's only one crop that poor soils will grow successfully, and that is poor people." Surely the inference may be drawn that better soils will produce better people. Hence, in working toward a more intelligent and successful program for our farmers, who knows but that we may reap a harvest of better men and women in a better South.

Soybeans and silage corn provide ample cheap feed for livestock and utilization of idle acres.

Profitable cotton crops can be grown in spite of low prices through the use of scientific methods, adapted varieties of pure-bred seed, weevil control, proper cultivation and fertilization.



COKER 100 *Strain 3*

(SOLD OUT)

BEST OF THE COKER 100's IN YIELD, PERCENTAGE OF LINT AND STAPLE.

Coker 100 Strain 3 is superior to all Coker 100 cottons in production or seed cotton, lint per cent and length.

PICKS EASY, WEATHER RESISTANT

It has dark green foliage, slightly thinner than Strain 1 but some heavier than Strain 2. The plants are semi-determinate, more erect than Strain 1 with shorter fruiting branches. These are thickly set with medium large bolls that open wide, fluff and pick easily yet are weather resistant.

UNEQUALLED IN PRODUCTION

Coker 100 Strain 3 is unequalled in production. The reason for our continuous breeding program and the introduction of new strains is strikingly shown by comparative records made in the South Carolina Pee Dee Experiment Station 1938 Cotton variety test of Strains 1, 2, and 3:

	Lbs. of Seed Cotton Per Acre	Per Cent Lint	Lbs. of Lint Per Acre	Length
Coker 100 Strain 1...	2475.6	37.67	932.5	1 $\frac{3}{32}$
Coker 100 Strain 2...	2570.0	38.64	993.2	1 $\frac{3}{32}$
Coker 100 Strain 3...	2664.0	39.36	1048.5	1 $\frac{1}{8}$

In the 1938 Pee Dee Experiment Station variety test, Coker 100 Strain 3 led the test of 44 well-bred varieties and strains both in pounds of seed cotton, pounds of lint and money value per acre, and again came first in the 1939 test with 48 cottons included. Coker cottons took ten of the first 13 places in this test.

GOOD FIELD RECORD

The excellent variety test record which Coker 100 Strain 3 has made is duplicated by its showing under field conditions. One 59-acre field produced 115 bales or an average of 978 pounds of lint per acre with a staple averaging full 1 $\frac{1}{16}$ " to 1 $\frac{1}{8}$ ".

Because of the splendid record Coker 100 has made throughout the eastern south from Virginia to Arkansas and due to its wide popularity, our supply of Coker 100 Strain 3 seed has been sold out and we will not be able to accept any further orders this season.

DESCRIPTION

Plant: Erect, semi-determinate, vigorous, 1 to 3 vegetative branches; short, well spaced fruiting branches.

Foliage: Thin, dark green.

Season: Early.

Bolls: Round ovate, slightly pointed; medium 68 to 70 to pound; open wide; fluff beautifully; storm and weather resistant.

Lint Length: 1 $\frac{1}{8}$ " under good conditions.

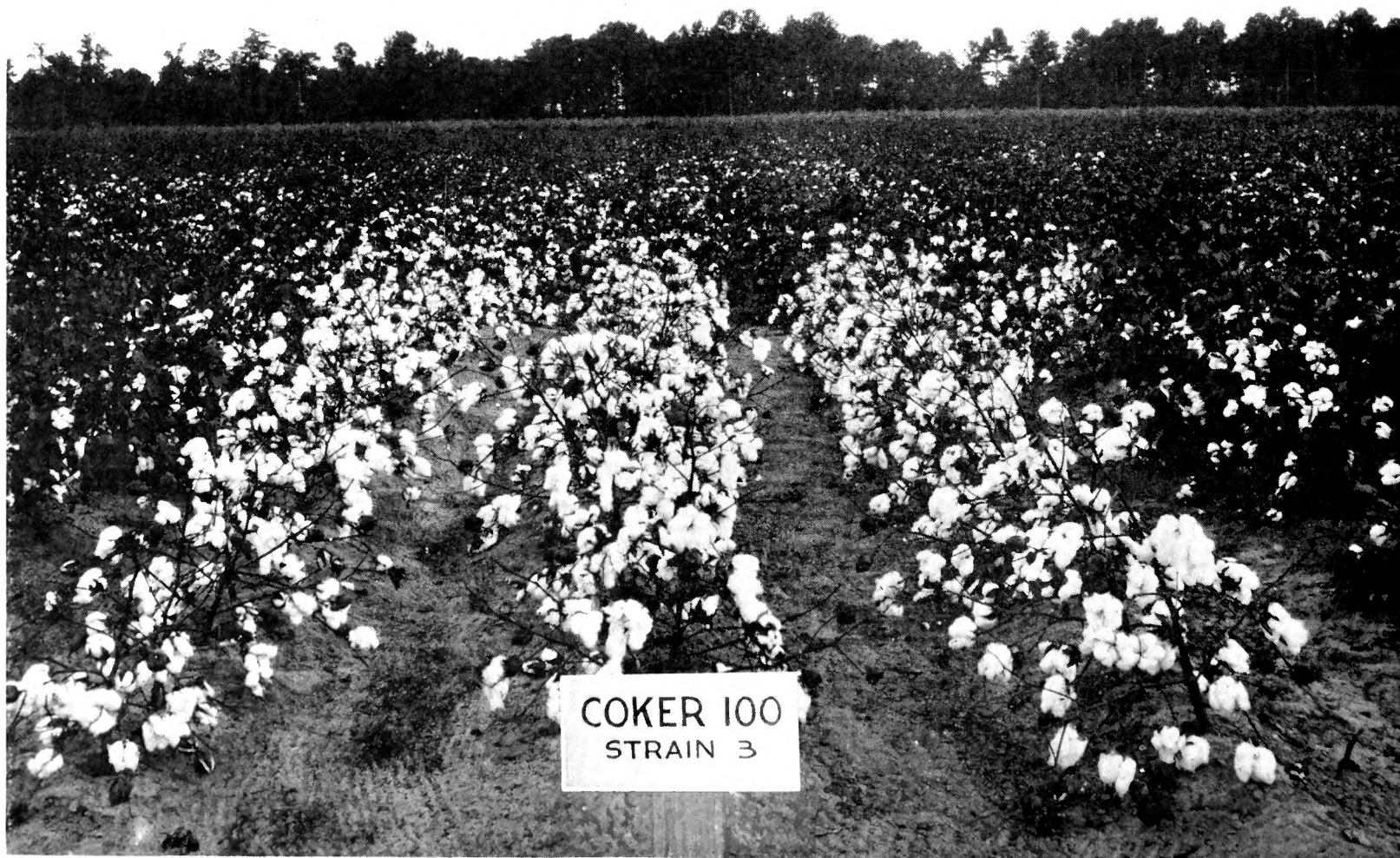
Lint Per Cent: 38% to 40%.

Character: Very uniform, excellent.

Production: Highest.

No. of Seed Per Bushel: Approximately 143,000.

PRICES: \$12.50 per 100-lb bag, \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. SOLD OUT.



This photograph taken in early September, illustrates the erect growth, short, well-spaced fruiting branches, earliness and yielding ability of Coker 100 Strain 3.

COKER 200 *Strain 1**

A NEW AND BETTER COKER 100 COTTON OF THE COKER 100 STRAIN 2 TYPE.

Coker 200 Strain 1 is a striking new Coker 100 Strain 2 selection; even more uniform in type with thinner foliage and earlier maturity than Strain 2. One is struck with the semi-dwarf, red stemmed, determinate plants; the deeply lobed, small leaves, the profuse fruitage and the lightly colored bronze tipped squares. A thoroughbred cotton with a record in keeping with its pedigree.

HAS NO EQUAL FOR FERTILE SOILS OR CLOSE SPACING

Coker 100 Strain 2, the parent of Coker 200 Strain 1, led the 1937 Pee Dee Experiment Station test in pounds of seed cotton and ranked second in the 1938 test, being led only by our Coker 100 Strain 3. It has made a similar record in our tests. Coker 200 Strain 1 led its parent in our 1938 Coker 100 Strain test and ranked slightly ahead in the main test. Due to the small stalk, thin foliage, small, deeply lobed leaves and quick fruitage, Coker 200 Strain 1 has no equal for planting on fertile soils or for close spacing on average to good soils. A still better Coker 100-2.

LEADS VIRGINIA TEST

Coker 200 Strain 1 led the test conducted by Virginia Experiment Station at Holland, Va., in which 19 popular varieties were included. Coker 200 came first with a yield of 2,175 pounds of seed cotton per acre. Coker 100 Strain 2 came second with a yield of 1,850 pounds. In the 1939 Clemson College variety

test, Coker 200 Strain 1 came second in money value per acre and pounds of lint and made a turn-out of 39.7% lint. It was led only by one of our breeding blocks of Coker 100 which may be a new strain to be offered our customers in the future.

DESCRIPTION

Plant: Small, determinate, symmetrical; 2 to 4 low set vegetative branches and well spaced fruiting branches.

Foliage: Very thin, leaves small, deeply lobed.

Season: Very early.

Bolls: Medium, 70 to 80 to pound; round ovate, slightly pointed; open wide; fluff beautifully; storm and weather resistant.

Lint Length: $1\frac{3}{32}$ " to $1\frac{1}{8}$ ", same as parent.

Lint Per Cent: 37% to 39%.

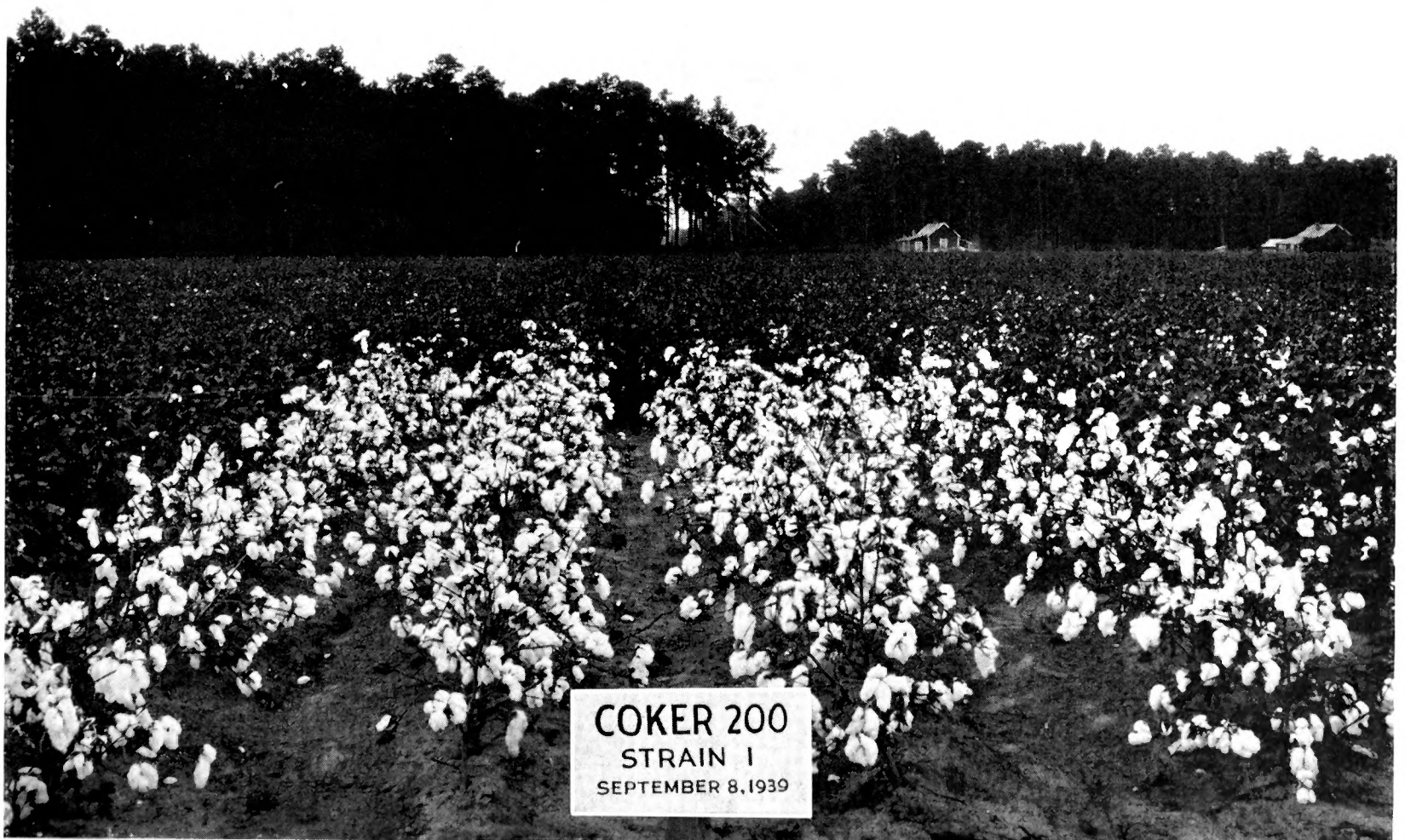
Character: Excellent, full bodied, strong.

Production: Excellent.

No. of Seed Per Bushel: Approximately 140,000.

PRICES: \$12.50 per 100-lb bag, \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

*Coker 200 is the name we have given our new line of Coker 100 cottons which come from the small weed, small leaf, extra early Coker 100 Strain 2 blood line. This cotton differs from the Coker 100 Strains 1 and 3 and since we are offering this cotton in addition to our new Coker 100 Strain 3, we have decided on this change in name in order to avoid confusing our customers.



Breeding field of Coker 200 Strain 1 illustrating earliness, fruitage, dwarf stalk and heavy production. This field which averaged better than 2 1/2 bales per acre is a portion of a 140 acre section of cotton which averaged 911 lbs. of lint per acre throughout.

COKER'S 4-IN-1



Above photo illustrates the excellent wilt resistance of Coker's 4-in-1 growing on badly infested wilt soil.



An increase field of Coker's 4-in-1 Strain 3 showing excellent production, type and weather resistance.

COKER'S 4-IN-1

STRAIN 3 (SOLD OUT)

BEST OF THE 4-IN-1's IN YIELD AND LINT PER CENT

Coker's 4-in-1 cotton has made an enviable record since its introduction in the spring of 1938, both in tests and in fields. It won the first State prize with a yield of 1,162 pounds lint per acre, and two first District prizes in the 1938 S. C. 5-Acre Cotton Contest.

LEADS ALL WILT COTTONS

In the 1938 Pee Dee Experiment Station test it led all wilt cottons in pounds of seed cotton and money value per acre, ranking eighth in the entire list of 44 wilt and non-wilt varieties. It led Strains 1 and 2 in all our wilt tests and in our main variety test on non-wilt soil. Its record shows it to be better than either 4-in-1 Strains 1 or 2, as illustrated in the 1938 Pee Dee Station test below:

	Lbs. of Seed Cotton Per Acre	Per Cent Lint	Lbs. of Lint Per Acre	Length
4-in-1 Strain 1	2296.8	34.51	792.6	1 $\frac{3}{32}$
4-in-1 Strain 2	2302.8	34.87	802.9	1 $\frac{1}{8}$
4-in-1 Strain 3	2455.2	35.24	865.2	1 $\frac{3}{32}$

The good record of Coker's 4-in-1 Strain 3 continued in 1939, with 4-in-1 Strain 3 leading the cotton variety test of Georgia Coastal Plain Experiment Station, Tifton, Ga., with a yield of 1,369 pounds of seed cotton and highest money value per acre.

BEST RECORD ON WILT LAND

We are continuing our extensive plant to row testing on the worst wilt soils. The new strains are tested in Manning, Sumter and Hartsville plots. The second year strains are tested on these wilt plots again and seed are planted in the general variety tests on non-wilt soils. The one that makes the best combined record is saved and increased as a new strain. Coker's 4-in-1 Strain 3 has this combined best record.

DESCRIPTION

Plant: Semi-dwarf and determinate, open growing, flat-topped; 2 to 4 vegetative branches and medium long fruiting branches.

Foliage: Medium thin.

Season: Early.

Bolls: Round ovate, slightly pointed, pendant; open wide, fluff nicely, easy to pick; storm and weather resistant.

Lint Length: 1 $\frac{3}{32}$ " under good conditions.

Lint Per Cent: 35% to 37%.

Character: Excellent.

Production: Best of the 4-in-1's.

No. of Seed Per Bushel:

Approximately 119,500.

PRICES: \$12.50 per 100-lb bag; \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. **SOLD OUT.**



Coker's 4-in-1's bolls open wide, fluff beautifully, which enables easy picking and reduces storm and weather damage to a minimum.

STRAIN 2

A HIGH YIELDING WILT RESISTANT COTTON OF EARLY MATURITY AND PREMIUM STAPLE

Coker's 4-in-1 Strain 2 is a high yielding, early maturing wilt resistant cotton of medium size stalk and medium leaf. It has all the good qualities of 4-in-1 Strain 1 and in addition is a few days earlier, more uniform in type with a smaller leaf, slightly larger boll and higher lint per cent.

It combines the earliness and thin foliage of its Foster parent and the high yield and vigor and wilt resistance of its other parent, Cleve-wilt. Bolls average 68 to 72 to pound. Lint length 1 $\frac{1}{16}$ " to 1 $\frac{3}{32}$ " under good conditions. The lint turnout, 35.5 to 37.5.

Because of its excellent yield record, it is a desirable cotton for planting on either wilt or non-wilt soils.

DESCRIPTION

Plant: Semi-dwarf, 2 to 4 basal branches and medium length fruiting branches.

Foliage: Medium thin with leaves smaller than average size of other popular wilt varieties.

Bolls: Round, ovate, slightly pointed, pendant; open wide; fluff beautifully; easy to pick; storm and weather resistant.

Boll Size: 68 to 72 to pound.

Lint Length: 1 $\frac{1}{16}$ " to 1 $\frac{3}{32}$ " under good conditions.

Lint Character: Excellent.

Lint Per Cent: 35% to 37%.

Yield: High.

Season: Early.

Wilt Resistance: Among the best.

No. of Seed Per Bushel: Approximately 119,000.

PRICES: \$7.50 per 100-lb bag; \$135 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed treated with Ceresan.

NOTE: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.



1

Coker-Clelewilt 7, Strain 2

A CLEVEWILT WITH A HIGHER YIELD, LESS LEAF AND A BETTER TURNOUT

Coker Clelewilt 7 Strain 2 is a straight selection from Clelewilt 7, with higher yield, lint per cent, longer staple and thinner foliage. It has the stamina, vigor and high wilt resistance of the parent with the ability to resist adverse conditions and to set and hold a crop in a very short period when conditions are favorable.

A REMARKABLE RECORD

In our main variety test on non-wilt soil it produced 2,241 pounds of seed cotton per acre. The lint per cent was 38.4 and staple $1\frac{1}{8}$ ". We know of no better cotton for planting on badly infested wilt soils or the lighter sandier lands where toughness and vigor are needed.

Coker Clelewilt 7 Strain 2 led all wilt varieties in the 1939 Pee Dee Experiment Station variety test with a yield of 927 pounds of lint per acre and a staple of $1\frac{1}{8}$ " and a value of \$118.93 per acre for seed and lint.

DESCRIPTION

Plant: Semi-determinate, vigorous, flat-topped, spreading, 2 to 4 vegetative branches—long, well balled fruiting branches.

Foliage: Medium thin (thinner than Clelewilt 7); leaves turn up at edge admitting more sunlight.

Season: Medium early.

Bolls: Roundovate, 68 to 72 to pound.

Lint Length: $1\frac{3}{32}$ " to $1\frac{1}{8}$ " under good conditions.

Lint Per Cent: 37% to 39%.

Character: Excellent.

Production: Best of all Clelewilts.

No. of Seed Per Bushel: Approximately 124,500.

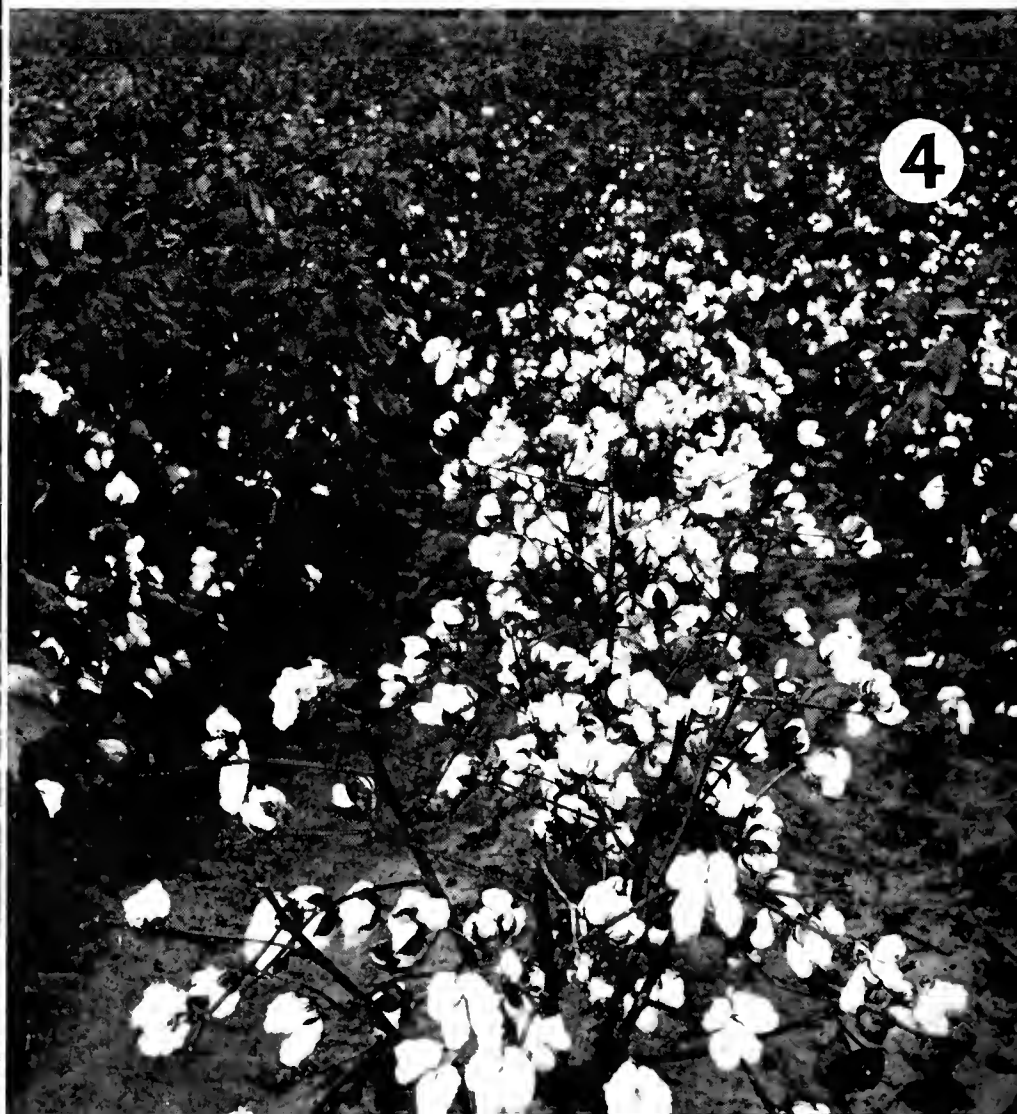
PRICES: \$10.00 per 100-lb bag; \$180 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed treated with Ceresan.



2



3



4

1. Photo taken at our main breeding plot shows resistance of Coker-Clelewilt 7 Strain 2 to the Hartsville type of wilt.
2. Illustrating high degree of resistance to Sumter wilt.
3. Photo taken at our Manning wilt test.
4. Coker-Clelewilt 7 Strain 2, a productive, full $1\frac{1}{16}$ " cotton with maximum wilt resistance.

COKER-WILDS, Strain 11

(SOLD OUT)

In Wilds 11, we have to offer the best long staple cotton that we have ever bred, tested or introduced. It traces its ancestry back to the now famous Wilds 8 line but is as superior to Wilds 8 as the 8 was to the previous Wilds strains. It sets a crop quicker than any variety tested.

708 Lbs. Lint—\$154.50 Value

In the 1938 test it produced 2,076 pounds seed cotton and 708 pounds of lint per acre and led the test in money value with \$154.50 per acre, the next highest being \$136.75.

DESCRIPTION

Plant: Semi-dwarf, open, 1 to 3 vegetative branches, well-spaced fruiting branches.

Foliage: Thinnest of the Wilds Strains.

Season: Very early.

Bolls: Round ovate, slightly pointed, 65 to 70 to pound. Open wide, fluff beautifully; storm resistant; looks and picks like short cotton.

Lint Length: $1\frac{3}{8}$ " to $1\frac{1}{2}$ " under good conditions.

Production: Excellent.

Lint Per Cent: 33% to 35%.

Character: Best—strong—silky.

No. of Seed Per Bushel: Approximately 105,000.

PRICES: \$12.50 per 100-lb bag; \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. **SOLD OUT.**

COKER-WILDS, Strain 10

(SOLD OUT)

Coker-Wilds 10 is the earliest maturing and thinnest foliage of all Wilds strains except Wilds 11. The staple averaging under good conditions $1\frac{3}{8}$ " to $1\frac{1}{2}$ " is the same as Wilds 9 and $\frac{1}{32}$ " to $\frac{1}{16}$ " longer than Strain 8. Its flat-topped, medium open type and semi-dwarf stalk combine to make it an excellent cotton for fertile soils. **SOLD OUT.**

Illustrating the semi-dwarf type, wide fluffy opening and the high yield of Wilds Strain 11 cotton.



COKER WILDS II



The Souths Foremost Seeds



1. Group of North Carolina visitors inspecting one of our hybrid plant-to-row cotton breeding plots.

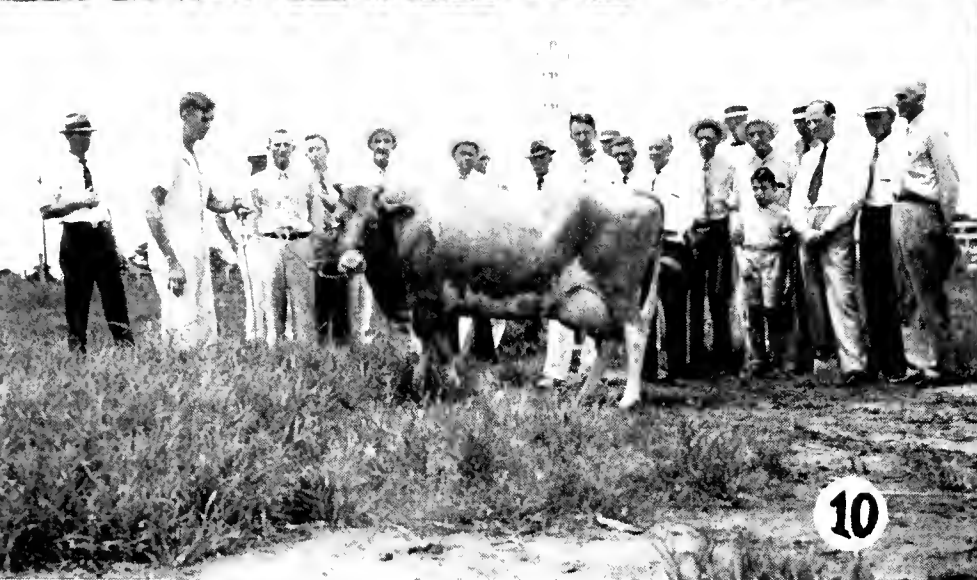
2. These Oconee County (S. C.) cotton growers are sizing up the merits of Coker 100 Strain 3 on our Hartsville plantation.

3. Our Mr. J. F. Clyburn inspecting a lot of delicious Darlington County watermelons which are enjoyed by our visitors during late July, August and early September.

4. Roy D. Goodman, veteran Cabarrus County, N. C., Farm Agent, and a group of 85 of his farmers checking up on the flavor and quality of our melons after a trip around our breeding farms.

5. This group of 120 Union County, N. C., farmers and future farmers paid us a visit on last May 19th.

6. Plant-to-row tests of wilt resistant selections of Coker 100 cottons growing on badly wilt infested soil.



7. Neville Bennett, Marlboro County, S. C., farmer, is well pleased with his crop of Coker 100 cotton.

8. Note vigorous, healthy growth of U.S.D.A. C. O. 290 Mosaic resistant sugar cane as compared with the old style ribbon cane.

9. Farmers and 4-H Club boys from Piedmont section of S. C., visit Hartsville on a "See-and-Learn" tour.

10. Edgefield County, S. C., farmers admiring Coker's Fancy Carnation, two-year old Guernsey cow who made a record of 760.6 pounds of fat in class G.

11. Colored school teachers of the Pee Dee area pay us a visit to study better farming methods and improved cotton varieties.

12. J. M. Graham, leading Chester County (S. C.) farmer, shown in a section of a 58.9 acre field of Coker 100 Strain 3 which yielded an average of 978 lbs. of lint per acre, with staple averaging $1\frac{1}{16}$ " to $1\frac{1}{8}$ ".



Coker 100 Strain 2

Coker 100 Strain 2 is a more dwarf type, smaller leaf, earlier cotton than Coker 100 Strain 1. It averaged 98 pounds of lint per acre more than Strain 1 in our 1937 test and 70 pounds more in our 1938 test. It is an excellent cotton for the medium to heavy grades of non-wilt land.

The lint length averages from $1\frac{3}{32}$ " to $1\frac{1}{8}$ " under good conditions. Lint per cent, 36% to 38%. Bolls are of medium size, average from 70 to 80 to pound. Round ovate, slightly pointed, open wide and fluff beautifully—storm and weather resistant.

PRICES: \$7.50 per 100-lb bag; \$135 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

Coker-Cleewilt Strain 7

(WILT RESISTANT)

Cleewilt Strain 7 is a tough, dependable, highly wilt resistant Cleveland cotton. It is particularly well suited for planting on badly infested wilt lands or thin soil where a vigorous grower is needed. It is the earliest of the Cleewilts except Cleewilt 7 Strain 2.

Bolls average 70 to 76 to pound. Lint length, $1\frac{1}{16}$ " to $1\frac{3}{32}$ " under good conditions. Lint per cent, 37% to 39%.

PRICES: \$6.00 per 100-lb bag; \$110.00 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

Farm Relief Strain 5

(SOLD OUT)

Farm Relief Strain 5 comes from a superior plant of Farm Relief Strain 4 blood line and combines all the excellent qualities of the parent strain with more vigor, ability to stand adverse weather conditions better, greater earliness, and higher lint per cent. The lint per cent averages, under good conditions, 40% to 43.5%, staple, $1\frac{1}{16}$ " to $1\frac{3}{32}$ " under good conditions. Bolls, 58 to 62 to the pound. Plant, medium tall, very open.

PRICES: \$6.00 per 100-lb bag; \$110 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. SOLD OUT.



From Our Customers

1500 BALES FROM 1000 ACRES

"In response to your inquiry regarding your Coker 100 cottons planted by us this year we wish to say that our harvest is not entirely completed but on the 1010 acres of these cottons we have this year we will harvest approximately a bale and a half of lint cotton to the acre. Our yield with this cotton has been phenomenal and we are well pleased with same. Am glad to be able to give you an order for additional new strains for next year's plantings."

H. L. Gary, President,
Wildwood, Inc.,
Greenwood, Miss.

October 30, 1939.

"I have been planting your seed (Coker 100) for three years and find them the best of all. We made 30 bales on 19 acres in spite of the dry weather."

A. J. Lemmon,
Route 3,

November 23, 1939. Lincolnton, N. C.

FROM FARM PAGE, "CHARLOTTE OBSERVER" November 20, 1939

"Rowan County has the best cotton crop we have seen. Approximately 75% of the crop grown this year was Coker 100. This cotton has good staple and opens early. Eleven Demonstration farmers have already reported they grew 83,770 pounds of lint on 108.1 acres or an average of 775 pounds per acre."

\$732.56 FROM 7 ACRES

"Erasmus Sparks, colored farmer of the Hartsville section, grew 1000 pounds of lint cotton per acre average on 7 acres of cotton and sold it for \$732.56. Variety used was Coker's 4-in-1 Strain 2."

16 CENTS PER POUND

"I was well pleased with your Wilds No. 10 this year. It yielded over a bale per acre and I received 16 cents per pound from first to last picking."

Donald Thompson,
Route 5,

December 29, 1939. Lancaster, S. C.



"This picture was taken on September 12th, and at that time, we had picked 9 bales off 14½ acres . . . it is full 1½" staple and is a wonderful cotton." One of the things that pleases this writer is the early maturity for long staple. Final yield was 665 pounds net lint per acre.

OAKHURST COMPANY,
W. K. Herrin, Vice-President.
Clarksdale, Miss.



"Floyd Bennett, farm overseer for Mr. B. R. Bennett, in field of Coker-Cleewilt Strain 7. Mr. Bennett picked approximately 1½ bales per acre on his entire farm."

Thomas J. Hart, Jr.,
Agri. Teacher
Holly Hill, S. C.



COTTON PICKING SCENE ON PLANTATION OF WILDWOOD, INC., MONEY, MISS. This 1010 acres of Coker 100 cotton averaged approximately 1½ bales of lint per acre.



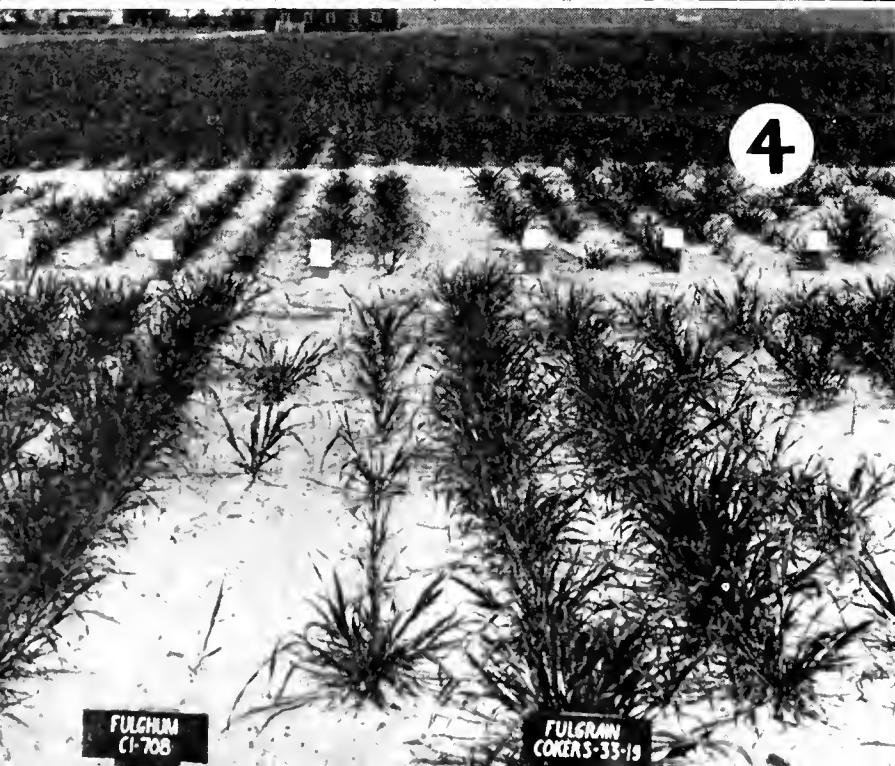
BREEDING BETTER GRA

RUST, COLD, AND SMUT RESISTANT OATS

We are glad to announce that we will have ready for introduction in the fall of 1940 two new oats that combine a high degree of cold, smut and leaf or crown rust resistance, with high yield, storm resistance and good grain characters.

These new oats were bred from a cross of the leaf rust and smut resistant oat, Victoria, and Fulgrain. This cross was made in the spring of 1933. Thousands of heads were selected from this cross and planted in head to rows in an effort to find strains that had combined all the good characters of both parents. These two new oats, namely Coker 39-1 and 39-2 are descended from the best of 11,000 such head selections in head to rows in 1936 and 1937. Coker 39-1 in oat variety increase test B in 1937 and 1938 was most outstanding. It was noticeably more cold resistant than Fulgrain Strain 2 check, was 5 to 8 days later with long, well-balanced heads, pretty grains and marked storm resistance. It produced 82.6 bushels per acre. The adjacent Fulgrain check produced 72.5 bushels.

Coker 39-2 was likewise the outstanding strain in oat variety increase A test the same year. It was



1. Crossing oat varieties to combine superior characters. 2. Third generation plant-to-row of Victoria x Fulgrain hybrids showing segregation. 3. General view of one of our grain breeding and test plots taken in early spring, 1939. 4. Showing relative cold resistance of Coker's Fulgrain and Fulghum. 5. Rust spores in solution being sprayed on breeding selections to insure heavy infection so that relative resistance can be determined. 6. Note both outside leaves seriously damaged by rust, and clean, healthy appearance of the rust resistant center leaf. 7. Plant of one of our Victoria x Fulgrain segregates—note heavy head, stiff straw and excellent tillering. 8. This three-acre field of Victoria x Fulgrain 39-2 oat planted with 14½ pounds of seed produced 189 bushels or 63 bushels to the acre. 9. Note stiff straw and erect type of Coker's new mildew resistant wheat on right and weak strawed sister selection on left. 10. This 16-acre field of our new wheat (highly resistant to mildew and with considerable rust resistance) planted with 14½ pounds of seed yielded 64 bushels of fine wheat.

1939
1940

INS for the SOUTH

described as a stiff strawed, storm resistant, slightly shorter Fulgrain, with the same cold resistance rating; 2 to 3 days later in maturity and having the same grain type but with an occasional awn.

These oats both rate 1+ in crown rust resistance (the parent, Victoria, rated 1) and show high resistance to all smuts, including the new race to which Fulgrain is susceptible. They are being tested this year by many State Experiment Stations, and are also planted in the U. S. D. A. Uniform Cold and Rust Nurseries throughout the oat belt.

We have 300 acres planted in each of these two new strains this year and they are only four years removed from two individual head selections made in 1936. Some idea of the breeding procedure and final product can be had from a study of the photographs.

A NEW HIGHLY PRODUCTIVE, WINTER HARDY MILDEW RESISTANT WHEAT

We will have to offer in the fall of 1940 a new wheat that is highly mildew resistant, highly tolerant to leaf rust, is winter hardy, an excellent stooling or tillering wheat, storm resistant and very productive. This wheat originated from a cross of Early Red May x (Hope x Hussar). Some idea of its erect growth and excellent tillering can be had from photographs numbers 9 and 10. We planted 1.6 acres in fall of 1938 with 14.2 pounds of seed, sowing in two foot rows. We harvested 64 bushels of cleaned and bagged wheat or at the rate of 40 bushels to acre. This wheat in variety test last year produced over 33 $\frac{1}{3}$ % more than our Redhart strains. Our entire sales stocks will come from the acreage planted with this 64 bushels and will be only four years removed from one single head selection.





Typical ears of Coker's Pedigreed Ellis Corn.

Coker's Pedigreed Ellis Corn

We have been breeding the Ellis variety since 1919 and consider it the safest corn to plant year in and year out that we have ever bred, grown or tested. It is not spectacular but is dependable.

Our breeding work has been carried on continuously in an effort to further increase its yield and maintain its other desirable qualities. As a result of this work, our present strain of Ellis averages a much higher percentage of 2-eared stalks. Its stocky, sturdy plants are very drought resistant and make it the best and most dependable yielder for light, sandy soils that we know of, and it is, of course, an even better producer on good soils.

DESCRIPTION

Plant: Stocky, strong, ears set medium low.

Ears: Mostly 2; 7 to 10 inches long; about 2½ inches in diameter; 16 to 18 rows.

Cobs: White.

Grains: Dimple dent; white to cream colored; medium deep; hard and flinty.

Weevil Resistance: Excellent—the best of any white variety we know of.

Drought Resistance: Very good.

Season: 130 to 150 days.

PRICES: \$5.00 per bushel; \$4.50 per bushel in five bushel lots, f.o.b. Hartsville, S. C.

Coker's Pedigreed Garrick Corn

"GOOD FOR SEED OR SILAGE"

A vigorous grower, 8 to 10 feet tall under average field conditions. When well-manured on fair to good soil with sufficient rainfall, it will make a growth of from 12 to 18 feet and a yield of 15 to 20 tons of silage per acre.

Garrick is also a heavy producer of grain. It makes a hard, flinty, white grain (has white cob) and is excellent for home use or milling purposes.

DESCRIPTION

Season: Medium to late.

Cob: White.

Grain: White, flinty, medium deep.

Ears: Two to four to stalk.

Weevil Resistance: Good.

Stalk: Vigorous grower.

PRICES: \$5.00 per bushel; \$4.50 per bushel in 5-bu. lots, f.o.b. Hartsville, S. C.

Coker's Garrick ensilage corn furnishes an appropriate background for pure-bred Guernsey cows and visiting Agriculture Experts.



An Outstanding Guernsey Herd

Federal Accredited No. 40,718
Bangs Certificate No. 4

The purpose behind the development of our pure-bred Guernsey herd was to demonstrate what could be done under ordinary farm conditions and what any farmer of reasonable means could duplicate with a small outlay of money.

From a modest start with a few very carefully selected foundation cows and a bull of Langwater and Golden Secret breeding, we have developed one of the finest Guernsey herds in the South. The progeny of these splendid animals have been purchased by breeders throughout the eastern south to be used in developing herds of similar quality. With the rapid increase in acreage devoted to grain and grazing crops and the need for a profitable use for these crops, the dairy industry of the South should show a steady growth and profitable return.

The opportunity is at hand—idle acres must be put to profitable uses, improved varieties of grain and soiling crops provide an ample supply of cheap feed and foundation stock of pure-bred cattle can be had at reasonable prices.



Cavalier's Sunbeam—No. 205007 13,372.2 lbs. milk; 773 lbs. butterfat in Class "B".

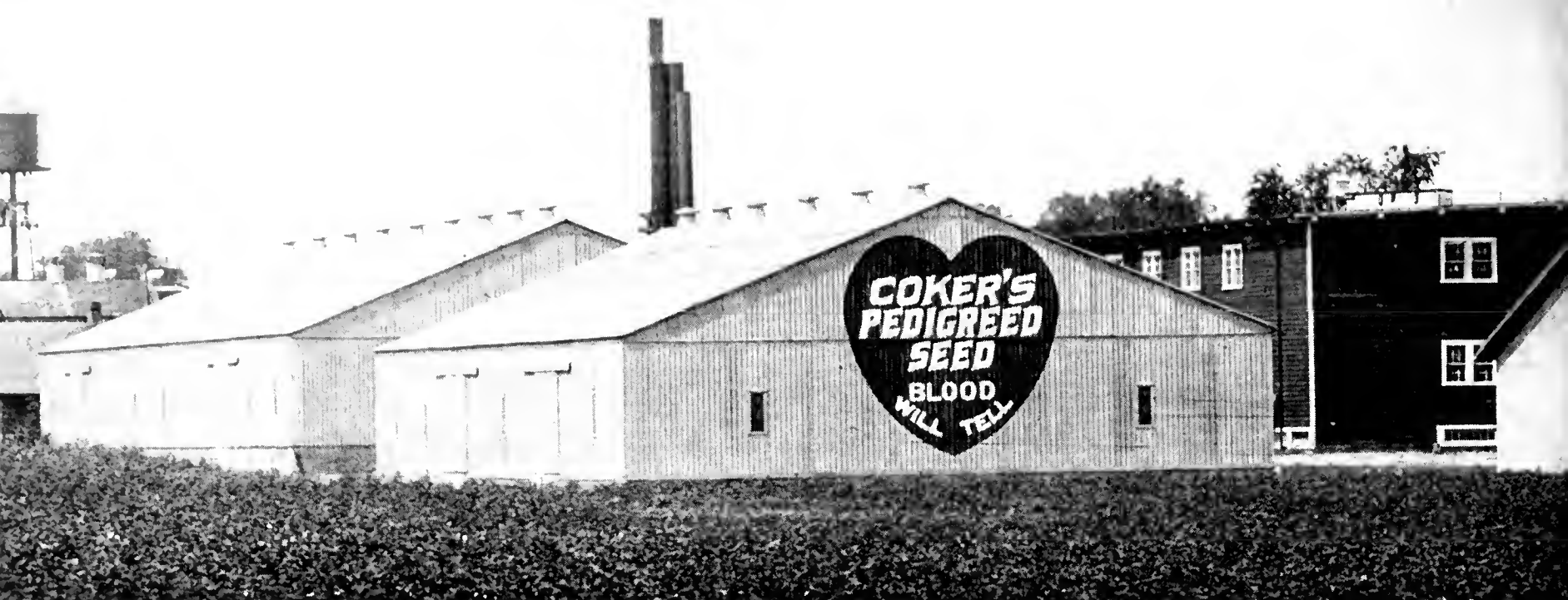
Below we list the records of a few of our Guernsey cows that completed test during 1939:

	Milk	Fat	Class
Coker Fancy Carnation 466267	14054.2	760.6	G
Pansy's Superior Jewel 485847	14333.9	698.2	B
Coker Butterfat Gladness 467421	10937.7	593.5	GG
Gloria's Rosebud 504127	14045.7	630.8	EE
Coker Silver Calendar 466268	11916.8	664.1	FF
Coker Butterfat Joy 563077	8541.2	493.2	G
Gloria's Norma 485957	12086.5	584.9	GG
Average	12273.7	632.7	

We have for sale a limited number of fine animals, both male and female, carrying the blood lines of these animals. We invite you to visit us and see our herd.

These nineteen fine Guernsey heifers were selected from our herd as foundation stock by Mr. A. T. Levy of Harrisville, R. I., for Eleuthera Limited, Hatchett Bay, Bahama Islands.





HOW OUR COTTON

It has always been the policy of this company to sell no seed except those produced on its own farms or under the personal direction of its Production Department. We buy no seed for resale. Only by adhering to this policy can we maintain and improve the high standard of quality we have set for our product.

GROWING

Our seed growing fields are carefully selected at strategic points within a hundred-mile radius of Hartsville and a portion of our sales acreage of each variety is planted at the different locations. Thus, our fields are near enough to permit weekly observations from planting time until harvest, yet are sufficiently scattered to minimize weather risks and eliminate the possibility of a total crop failure of any one strain or variety of seed.

As a safeguard against mixing, only one kind of cotton is planted on one farm—except in the case of our own Hartsville farms where some of all our main cottons are planted for the convenience of our many visitors who come here during the summer to observe our different cottons under field conditions.

Weekly visits to our seed fields afford an opportunity to check for variant or off-type plants and if

any show up they are immediately pulled up and destroyed. When the crop is sufficiently advanced in maturity to show definite varietal characteristics, each field is carefully “rogued” or inspected, section by section, as a further safeguard to purity.

GINNING

Our cotton is harvested as promptly as possible and every precaution is used to preserve the purity and vitality of the seed. A special gin day is set aside for each kind of cotton. All ginning is done on private gins, equipped with up-to-date machinery and so arranged as to permit a thorough cleaning after each variety is ginned.

The seed from each individual bale of cotton is bagged separately at the gin and given a registration or “lot” number. A tag bearing this number, also the variety name and strain number, is placed both inside and outside the bag. A permanent record is kept of all lot numbers and we can trace the history of any bag of seed we sell from the fields in which it grew to the customer who plants it. We also preserve a file sample of seed from each lot of seed that we ship out for the purpose of making retests if necessary.

Seed are blended into uniform running lots, thoroughly recleaned, treated with Ceresan and bagged in even weight bags 100 lbs. each.





SEED ARE HANDLED

STORING AND SAMPLING

After ginning, our seed are stored in large, well-ventilated warehouses and allowed to cure out naturally. When this process is complete and no further chance of heating is possible, samples are taken for germination tests. The value of any germination test depends upon the accuracy and manner in which samples are taken. Therefore, our samples are carefully drawn so as to fully represent the lot of seed to be tested. This is done by taking a cross-section of seed from each bag in the lot. These samples, usually representing not over 9 bags, are thoroughly mixed together to form a composite sample of the lot. Two preliminary germination tests are conducted on each lot of seed, one test acting as a check against the other.

TESTING

In our testing laboratory we simulate as nearly as possible the conditions of nature under which seed will most readily germinate when planted in the ground. We have three large electric germinators, thermostatically controlled, and a specially trained corps of workers to conduct our tests.

BLENDING

When preliminary tests are complete on a particular variety of seed, this variety is assembled in our "mixing" warehouse and is lotted out according to germination percentage. Each lot of seed is examined as to ginning, apparent soundness and other qualities and those failing to pass this test are discarded, regardless of previous record. The seed are then put through a series of five separate mixings. When they emerge from this process, every bag of seed is as nearly 100% identical as possible. This eliminates the possibility of a difference in stand between two or more bags of seed of the same variety or strain, due to differences in size of seed, ginning, germination, or other variations that might obtain in the absence of our blending process.

TREATING

The seed are then carefully recleaned on our special-built cleaner and treated with 2% Ceresan. Duplicate samples are again drawn and the seed retested for germination.

Trained workers determine the germination percentage of each lot of seed by several carefully conducted tests. Modern germinators are used with temperatures thermostatically controlled to approximate field conditions.

Each bag of genuine Coker's Pedigreed Seed is sacked in bags bearing our registered Red Heart Trade Mark, our O.K. tag and official seal.



BUSINESS TERMS

OUR RESPONSIBILITY: Our seed are all carefully tested for germination and purity before shipment. (See article on pages 18 and 19 on care in handling.) Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

OUR CLAIMS: The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

NO SEED BOUGHT: We do not buy seed for resale, either those grown from seed purchased from us or from any other source whatever. Our business is in originating, breeding, growing and selling superior varieties of field seed for the South. However, we are always glad to assist our customers in disposing of their surplus "first year from Coker" seed by referring inquiries to them whenever possible.

ONE PRICE POLICY: Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O.K. tag and Registered Trade Mark.

EFFECT OF GROWING CONDITIONS: The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility, culture and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA

Price List and Order Blank

1940 SEASON

Date.....1940

Name

Address.....
R. F. D. No.
or Street
Address

Shipping Address.....
Shipping Date

SHIP BY FREIGHT () EXPRESS () PARCEL POST ()

NO. BAGS	VARIETY	PRICE PER BAG 100 LBS.	PRICE PER TON 20 BAGS	AMOUNT	
	Coker 100 Strain 3 (Sold Out)	\$12.50	\$200.00		
	Coker 200 Strain 1	12.50	200.00		
	Coker 100 Strain 2	7.50	135.00		
	Coker's 4-In-1 Strain 3 (Sold Out)	12.50	200.00		
	Coker's 4-In-1 Strain 2	7.50	135.00		
	Cleviewilt 7 Strain 2	10.00	180.00		
	Cleviewilt Strain 7	6.00	110.00		
	Coker-Wilds 11 (Sold Out)	12.50	200.00		
	Coker-Wilds 10 (Sold Out)	10.00	180.00		
	Farm Relief Strain 5 (Sold Out)	6.00	100.00		
	TOTAL				

All cotton seed treated with 2% Ceresan and bagged in 100-lb bags. Prices F.O.B. Hartsville, S. C., and Memphis, Tenn. All shipments made direct from Hartsville.

COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, S. C.

Price List and Order Blank

1940 SEASON

Date _____ 1940

R. F. D. No. _____
or Street _____
Address _____

Shipping _____
Date _____

SHIP BY FREIGHT () EXPRESS () PARCEL POST ()

AMOUNT	PRICE PER TON 50 BAGS	PRICE PER BAG 100 LBS.	VARIETY	AMOUNT
	2200.00	212.50	Coker 100 Strain 2 (Sold Out)	
	2000.00	12.50	Coker 200 Strain 1	
	135.00	7.50	Coker 100 Strain 2	
	2000.00	12.50	Coker's 4-in-1 Strain 3 (Sold Out)	
	135.00	7.50	Coker's 4-in-1 Strain 2	
	180.00	10.00	Coker's 7 Strain 2	
	110.00	8.00	Clevewill Strain 7	
	2000.00	12.50	Coker-Willis II (Sold Out)	
	180.00	10.00	Coker-Willis 10 (Sold Out)	
	100.00	8.00	Farm Relief Strain 5 (Sold Out)	
			TOTAL	

All cotton seed treated with 2% Kerosene and packed in 400-lb bags. Prices F.O.B. Harpersville, Ala. and Memphis, Tenn. All shipments made direct from Harpersville.

COKER'S REDIGERED SEED COMPANY
HARPERSVILLE, ALA.

From.....
.....
.....

PUT
STAMP
HERE

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS

DAVID R. COKER, Founder

HARTSVILLE, S. C.

